

Amdt. dated January 3, 2005
Reply to Office action of November 3, 2004

Serial No. 09/478,974
Docket No. ST999111
Firm No. 0055.0013

REMARKS/ARGUMENTS

Claims 1-24 are pending in the application. Applicant respectfully requests reconsideration in light of the amendments and the remarks below.

In paragraph 3, the Office Action rejects claims 1-2, 4-10, 12-18, and 20-24 under 35 U.S.C. §103(a) as being unpatentable over Malamud et al. (U.S. Patent No. 6,437,800) in view of Zamora-McKelvy et al. (U.S. Patent No. 6,519,616). Applicant traverses these rejections for the following reasons.

Claim 1 describes that when a field of data includes a separator indicating that there are multiple values for the field, a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data are displayed in a page and the page is enabled to selectively present the first and second portions of the field of data in response to user input passing over the graphical element. For example, the Specification at page 6, lines 11-15, indicates that when a first artist and a graphical element are displayed, if the user passes a mouse or other input device over the displayed graphical element, then the web page would display the names of all the artists. Also, the Specification at page 7, lines 19-28 describes that when a separator indicates multiple values for a field, the first value before the separator is encoded into the display box along with an information symbol that denotes there is further information for the field.

The Office Action indicates that "displaying in a page a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data within a display area" is taught by the Malamud patent at Col. 1, lines 38-42 and Col. 2, lines 6-12. At Col. 1, lines 38-42, the Malamud patent describes that a cursor is positioned over at least a portion of an object and information about the object is displayed. At Col. 2, lines 6-12, the Malamud patent describes that a pointing portion of a cursor points to an icon associated with an object, and the information about the object that is associated with the icon is displayed. In either case, the information that is displayed does not have a claimed first portion and second

Amendt. dated January 3, 2005
Reply to Office action of November 3, 2004

Serial No. 09/478,974
Docket No. ST999111
Firm No. 0055.0013

portion. The pointing portion points to a position on a video display (Col. 3, lines 3-4). The pointing portion does provide any portion of a field of data and does not teach or suggest the graphic element that is displayed *to indicate that there is a second portion of a field of data*. The information portion does not have a claimed first portion and second portion of a field of data. Thus, the pointing portion and information portion together do not teach or suggest the claimed first portion and second portion of the field of data. Moreover, the icon to which the pointing portion points does not teach or suggest the graphic element that is displayed *to indicate that there is a second portion of a field of data*. Instead, the icon is displayed to represent data stored in the system (e.g., FIG. 2b, Col. 3, lines 36-37, a book icon represents a book of text stored in the system). Also, the claimed graphic element is displayed *when the field of data includes a separator indicating that there are multiple values for the field*. On the other hand, the Malamud patent does not describe any graphic element that is displayed when a field of data includes a separator indicating that there are multiple values for the field.

The Office Action also indicates that "enabling the page to selectively present the first and second portions of the field of data in response to user input passing over the graphical element" is taught by the Malamud patent at Col. 1, lines 58-64 and Col. 5, lines 30-39. At Col. 1, lines 58-64, the Malamud patent describes that a cursor is moved to point to the source object icon in response to movements of a mouse by a user, and a name of the source object is displayed as part of the cursor. At Col. 5, lines 30-39, the Malamud patent describes that if a named entity is present at a specified position, the information regarding the object at the specified cursor position is displayed. On the other hand, the claimed invention *selectively presents the first and second portions of the field of data* in response to user input passing over the graphical element. The Malamud patent merely indicates that the name of the source object is displayed or information is displayed, and there is no teaching or suggestion of a first and second portion of a field of data being selectively presented. If the Examiner is suggesting that the source object is a graphical element, then display of the source object does not teach or suggest that there is a second portion of the field of data.

Am dt. dated January 3, 2005
Reply to Office action of November 3, 2004

Serial No. 09/478,974
Docket No. ST999111
Firm No. 0055.0013

The Office Action indicates that the Malamud patent does not explicitly teach retrieving one or more records matching a search criteria, wherein each record includes at least one field of data; and when a field of data includes a separator indicating that there are multiple values for the field.

The Office Action indicates that retrieving one or more records that match a search criteria, wherein each records includes at least one field of data is taught by the Zamora-McKelvy patent at Col. 2, lines 30-40, Col. 3, lines 20-31, Col. 4, lines 59-65, and FIG. 5.

When the Zamora-McKelvy and Malamud patents are combined, the combination does not result in Applicant's claimed invention. The cited portion of the Zamora-McKelvy patent describes a server that is enabled for searching a database for records matching a search criteria. There is no teaching or suggestion that when a field of data includes a separator indicating that there are multiple values for the field, a first portion of the field of data is displayed and a graphical element indicating that there is a second portion of the field of data is displayed. Moreover, there is no teaching or suggestion for enabling the page to selectively present the first and second portions of the field of data in response to user input passing over a graphical element.

Thus, claim 1 is not taught or suggested by the Malamud patent or the Zamora-McKelvy patent, either alone or in combination.

Independent claims 9 and 17 are not taught or suggested by the Malamud patent or the Zamora-McKelvy patent, either alone or in combination, for at least the same reasons as were discussed with respect to claim 1.

Dependent claims 2-8, 10-16, and 18-24 incorporate the language of independent claims 1, 9, or 17, respectively, and add additional novel elements. Therefore, dependent claims 2-8, 10-16, and 18-24 are not taught or suggested by the Malamud patent or the Zamora-McKelvy patent, either alone or in combination, for at least the same reasons as were discussed with respect to claims 1, 9, and 17.

Claim 2 describes presenting the first and second portions of the field of data comprises displaying the first and second portions in response to the user input, and claim 2 depends from

Amdt. dated January 3, 2005
Reply to Office action of November 3, 2004

Serial No. 09/478,974
Docket No. ST999111
Firm No. 0055.0013

claim 1, which describes that the user input selects the graphical element. As to claim 2, the Office Action cites the Malamud patent at Col. 1, lines 58-64, Col. 5, lines 30-39, and Col. 6, lines 62-67. The cited portions of the Malamud patent do not teach or suggest that a first portion and a second portion of a field of data may be displayed. The cited portions of the Malamud patent describe that a name of a source object is displayed when a cursor points to an icon representing the source object stored in the system (Col. 1, lines 58-64). Also, with the Malamud patent, if a named entity is present at the specified cursor position, the information regarding the object at the cursor position is displayed (Col. 5, lines 30-39). The Malamud patent describes that an information cursor may be positioned so that the pointing portion points to one of the objects that is displayed and the information portion is in the selected relative position with respect to the pointing portion (Col. 6, lines 62-67). With the teaching of the Malamud patent, all of the information is displayed, rather than a portion. Moreover, the Malamud patent describes a pointing portion and an information portion. Because the pointing portion does not provide a portion of a field of data, the pointing portion and information portion together do not provide the first and second portions of the field of data. Also, the information portion does not provide a first and second portion of a field of data.

Additionally, claim 4 describes that the page is an HTML page and that an HTML alternative text attribute element is used to enable the page to selectively present the first and second portions of the field of data in response to user input. The Office Action cites the Malamud patent at Col. 1, lines 58-64, Col. 5, lines 30-39, and Col. 6, lines 62-67 and the Zamora-McKelvy patent Abstract. The Office Action indicates that the Malamud patent does not teach that "the page is an HTML" but that the Zamora-McKelvy patent does describe that the page is HTML. Neither the Malamud patent nor the Zamora-McKelvy patent describes that an HTML alternative text attribute element is used to enable the page to selectively present the first and second portions of the field of data in response to user input.

Claim 5 describes receiving a user request including the search criteria and querying a database on the search criteria to access data records satisfying the search criteria, wherein each

Amdt. dated January 3, 2005
Reply to Office action of November 3, 2004

Serial No. 09/478,974
Docket No. ST999111
Firm No. 0055.0013

accessed data record includes the field of data, wherein there is a display area for each record, further comprising displaying in the display area for each record the at least first portion of the field of data from each accessed data record, wherein the page is enabled to selectively present the first and second portion of the field for the record in response to user input. The Office Action cites the Malamud patent at Col. 1, lines 38-42, lines 58-64, and Col. 5, lines 30-39 as describing displaying in the display area for each record the at least first portion of the field of data from each accessed data record, wherein the page is enabled to selectively present the first and second portion of the field for the record in response to user input. The cited portion of the Malamud patent describes that a cursor is moved to point to the source object icon in response to movements of a mouse by a user, and a name of the source object is displayed as part of the cursor and that, if a named entity is present at a specified position, the information regarding the object at the specified cursor position is displayed. Thus, the Malamud patent describes that information is displayed, but there is no teaching or suggestion that a page is enabled to selectively present a first and second portion of the field for the record in response to user input.

Claim 7 depends from claim 6 and describes displaying at least one additional field of data in each display area for each accessed record. On the other hand, the cited portion of the Malamud patent at Col. 4, lines 18-32 describes a property cursor, which does not teach or suggest an additional field of data for each accessed record.

Claim 8 describes that the first and second portions are presented in response to user input indicating movement of a graphical pointer over the displayed graphical element. The Office Action cites the Malamud patent at Col. 1, lines 58-64, Col. 5, lines 30-39, and Col. 6, lines 62-67. The cited portion of the Malamud patent describes that a cursor is moved to point to the source object icon in response to movements of a mouse by a user, and a name of the source object is displayed as part of the cursor and that, if a named entity is present at a specified position, the information regarding the object at the specified cursor position is displayed. Thus, the Malamud patent describes that information is displayed, but there is no teaching or

Amdt. dated January 3, 2005
Reply to Office action of November 3, 2004

Serial No. 09/478,974
Docket No. ST999111
Firm No. 0055.0013

suggestion that first and second portions are presented in response to user input indicating movement of a graphical pointer over the displayed graphical element.

In paragraph 4, the Office Action rejects claims 3, 11, and 19 under 35 U.S.C. §103(a) as being unpatentable over Malamud et al. (U.S. Patent No. 6,437,800) in view of Zamora-McKelvy et al. (U.S. Patent No. 6,519,616) and in further view of Applicant Admitted Prior Art (APA). Applicant traverses these rejections for the following reasons.

Independent claims 1, 9, and 17 are not taught or suggested by the Malamud patent, the Zamora-McKelvy patent, or Applicant Admitted Prior Art, either alone or together. For example, the discussion of hover text does not cure the defects of the Malamud and Zamora-McKelvy patents.

Applicant's Specification on page 1, lines 13-14, describes that one use of hover text is to display information on a control button or icon, such as shown in Applicant's Figure 1. Also, Applicant's Specification on page 1, lines 17-21, describes that another use of hover text is to crop content to fit into a display area and then provide the entire content of the display area in a hover text box. Applicant's Specification on page 2, lines 2-6, describes that if the title of a button extends beyond the width of the button, then the application title is truncated to fit the button, and, if the user passes a graphical pointer over the displayed button, the entire title is displayed in hover text. None of these prior art uses of hover text teach or suggest retrieving one or more records matching a search criteria, wherein each record includes at least one field of data, and, when the field of data includes a separator indicating that there are multiple values for the field, displaying a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data.

Dependent claims 3, 11, and 19 incorporate the language of independent claims 1, 9, or 17, respectively, and add additional novel elements. Therefore, dependent claims 3, 11, and 19 are not taught or suggested by the Malamud patent, the Zamora-McKelvy patent or Applicant's

Amtd. dated January 3, 2005
Reply to Office action of November 3, 2004

Serial No. 09/478,974
Docket No. ST999111
Firm No. 0055.0013

description of related art in Applicant's Specification, either alone or in combination, for at least the same reasons as were discussed with respect to claims 1, 9, and 17.

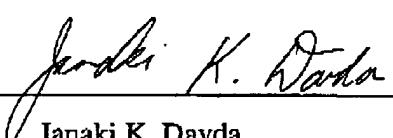
Conclusion

For all the above reasons, Applicant submits that the pending claims 1-24 are patentable over the art of record. Applicant has not added any claims. Nonetheless, should any additional fees be required, please charge Deposit Account No. 09-0460.

The attorney of record invites the Examiner to contact her at (310) 553-7973 if the Examiner believes such contact would advance the prosecution of the case.

Dated: January 3, 2005

By:



Janaki K. Davda
Registration No. 40,684

Please direct all correspondences to:

David Victor
Konrad Raynes Victor & Mann, LLP
315 South Beverly Drive, Ste. 210
Beverly Hills, CA 90212
Tel: 310-553-7977
Fax: 310-556-7984